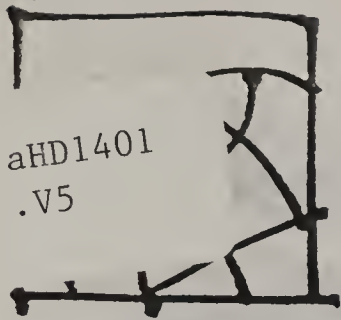


## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.





# VIGNETTES

ISSN: 1055-2847

---

## The Agricultural Trade and Marketing Information Center Newsletter

No. 3, February 1991 (Issued Quarterly)

---

### Agencies, Organizations Offer Trade and Marketing Resources

The Agricultural Trade and Marketing Information Center (ATMIC) provides extensive information on agribusiness, exports, imports, marketing and trade. The following resources of other agencies and organizations, and the enclosed *Information Sheet* on "Databases Related to Agricultural Trade and Marketing" augment the broad base of information available on these topics.

**ACS Publications:** The Agricultural Cooperative Service (ACS), U.S. Department of Agriculture, provides research, management, and educational assistance to cooperatives to strengthen the economic position of farmers and other rural residents. Among other activities, the agency also encourages international cooperative programs. ACS publishes such reports as *Agricultural Exports by Cooperatives*; *Export Market Development by Agricultural Commodity Promotion Programs*; *Imports by Cooperatives*; *Marketing High-Value Food Products in the Asian Pacific*; and *Using Export Companies to Expand Cooperatives' Foreign Sales*.

Contact U.S. Department of Agriculture, Agricultural Cooperative Service, Publications Office, P.O. Box 96576, Washington, DC 20090-6576 for information on their publications.

**FINDERS:** The Economic Research Service's (ERS) Advisory System for Information and Data is available free on 5 1/4 diskette with quarterly updates. The expert system is designed to help user's locate and access data products and services of ERS, U.S. Department of Agriculture. These products and services include data bases, monographs, periodicals and information contacts which cover many aspects of U.S. agriculture, the world agricultural economy, rural affairs, and the structure and performance of the U.S. food and fiber system.

For information and a free copy, contact ERS Data Manager, Room 1228, 1301 New York Avenue, NW, Washington, DC 20005-4788, Tel: (202) 219-0306.

**Market News Service (MNS):** This monthly newsletter is produced by the North American office of the Market News Service, which is a project of the United Nations International Trade Centre (UNCTAD / GATT). MNS provides market intelligence on the major world markets for fresh fruits and vegetables, cut flowers, common spices, bulk concentrated tropical fruit juices, tropical timber, plywood, sawnwood, hides, skins and semi-tanned leather. MNS will list your conferences and meetings in the newsletter.

Contact MNS for information at Market News Service-ITC, 112 Water Street, Boston, MA 02109, Tel: (617) 523-2211; FAX: (617) 523-2017.

#### Videos:

**Exploring the Linkages:** This study kit, which includes a 14-minute video, focuses on the connections between trade policies, Third World development and U.S. agriculture. To order, contact the Trade and Development Program, 802 Rhode Island Avenue, NE, Washington, DC 20018.

**The Business of Export / World is Your Marketplace:** This two-volume set of videocassettes covers such topics as international marketing mix, documents of international trade, credits and collections in international business, and small business goes international. For ordering information contact: St. Louis Community College at Forest Park, 5600 Oakland, St. Louis, MO 63110. (This is also available for a short loan from ATMIC).

**Yearbooks:** Yearbooks can be ordered from the Superintendent of Documents, Government Printing Office, Washington, DC 20402. Tel: 202-783-3238.

*1988 Yearbook of Agriculture*, "Marketing U.S. Agriculture," includes listing of major trade associations and farm organizations.

*1985 Yearbook of Agriculture*, "U.S. Agriculture in a Global Economy."



## Export Training Grant Program Implemented

The Illinois Department of Commerce and Community Affairs has implemented a new export training grant program. Companies targeted are small and medium sized Illinois manufacturing companies which are new to export or to market. For more information contact Lori Clark at (217) 785-6284.

## "U.S. Foreign Trade Highlights-1989" Available

*U.S. Foreign Trade Highlights-1989*, published by Department of Commerce, 1990, is available from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20420. (Stock number: 003-00900584-1) This report includes commodity statistics on U.S. bilateral trade with 84 countries and 13 world regions for the years 1985-1989. It lists U.S. exports, imports, and trade balance with every country of the world for total merchandise, manufactures, and agricultural goods during 1983-89. For each of these commodity categories, the report lists leading U.S. export markets, foreign suppliers, U.S. trade partners, and countries with the largest trade surpluses and trade deficits with the U.S.

## Conferences/Meetings/Trade Shows

Contact Mary Lassanyi at (301) 344-3704 to have meetings or conferences of interest to the agricultural trade and marketing community included in future issues of *Vignettes*.

**Marketing the Rural South Overseas** (conference), Greenville, NC, March 26-27, 1991. Topics will include: Exporting value added food stuffs, red meat, fish and forest products and other pertinent elements. Registration fee: \$65.00. Contact: Charles Boyanton, International Trade Officer, Tel: (404) 347-4948.

**International Business Strategy - New Directions for Cooperatives** (meeting), Oakland, CA, April 22-23, 1991. Contact: (202) 653-6976.

**Agriculture for the Year 2000** (Symposium), Lexington, KY, May 6, 1991. Contact: (202) 447-5923.

**International Trade Shows.** Contact: Trade Show Office, Foreign Agricultural Service, U.S. Department of Agriculture, Room 4647, South Building, Washington, DC 20250-1000. Tel: (202) 245-5182, FAX: (202) 472-4774.

FOODEX '91, Tokyo, Japan, March 12-16, 1991

American Food Fair, Seoul, Korea, March 20-22, 1991

IFE, London, UK, April 28-May 2, 1991

Fine Food '91, Sydney, Australia, September 22-25, 1991

ANUGA '91, Cologne, Germany, October 12-17, 1991

## ATMIC Services

**Reference Requests:** ATMIC answered 231 requests on exports, marketing and trade during the month of January. Thirty percent of the requests pertained to exporting snack foods, food ingredients, deep frozen foods, frozen yogurt, corn products and aloe-vera. Another thirty percent were for information on U.S. trade with Canada, USSR, Latin American countries, Eastern-Europe, and Mexico. Twenty-two percent were on General Agreement on Tariffs and Trade (GATT). Ten percent were on the meat marketing and feedlot industry. Eight percent were on how to access ALF (NAL's electronic bulletin board) in general and, more specifically, on how to access FAS files on ALF.

**Exhibit Available:** ATMIC's Table Top Exhibit can be borrowed for local state conferences. ATMIC will send the table top exhibit along with sample publications, brochures, copies of publications list, and *Vignettes*. The borrowing organization/person is required to pay the round trip postage for the exhibit and sample publications.

**Vignettes:** If you would like to share and exchange information about your activities, resources, services, new technologies, future meetings, please call ATMIC at (301) 344-3704 or 344-3509 and we will gladly include them in future issues of *Vignettes*. We welcome your comments on *Vignettes*.

**Brochure Revised:** The Agricultural Trade and Marketing Information Center's revised brochure is at press and will be available in the near future from ATMIC, Room 304, National Agricultural Library, 10301 Baltimore Blvd., Beltsville, Maryland 20705.



# Databases Related to Agricultural Trade and Marketing

This Information Sheet describes various databases which cover Agribusiness, Exports, Imports, Marketing, and Trade Information Resources. This list contains only a small segment of the databases available on these subjects and related topics. The inclusion or omission of a particular database may not be construed as endorsement or disapproval.

## **AGRICOLA - 1970 to present**

Provides comprehensive coverage of worldwide journal literature and monographs on agriculture and related topics.

**Provider:** USDA, National Agricultural Library,  
Beltsville, MD

**Available on:** BRS, CD ROM-Silver Platter,  
DIALOG

## **Asia-Pacific - 1985 to present**

Covers business, economics, and new industries of the Pacific Rim countries.

**Provider:** Aristarchus Knowledge Industries,  
Tucson, AZ

**Available on:** DIALOG

## **AGRIS International - 1975 to present**

Focuses on many agricultural topics including economics, development, administration and legislation, rural sociology, etc. It corresponds in part to AgrIndex a monthly publication of the Food and Agriculture Organization of the United Nations.

**Provider:** USDA, National Agricultural Library,  
Beltsville, MD

**Available on:** DIALOG, CD ROM-Silver Platter

## **CAB Abstracts - 1972 to present**

Database covers a wide variety of agricultural topics including agricultural economics. It is a major index of literature dealing with the science of agriculture.

**Provider:** Commonwealth of Agriculture  
Bureau, International Farnham Royal,  
Slough, England

**Available on:** BRS, CD ROM - Silver Platter,  
DIALOG

## **American Banker Full Text - November 1981 to present**

Specific coverage is given to local, regional and international financial services, international trade, and general economic overview.

**Provider:** American Banker-Bond Buyer, New  
York

**Available on:** DIALOG

## **Canadian Business and Current Affairs - July 1980 to present**

Covers business, wide range of company products and industry information.

**Provider:** Micromedia Ltd., Toronto, Ontario,  
Canada

**Available on:** DIALOG

## **Arab Information Bank - January 1983 to present**

Provides information on all aspects of Middle-East business, economics, social life and politics.

**Provider:** Al Bayan Press, Dubai UAE

**Available on:** DIALOG

## **D&B - European Dun's Market Identifiers - current**

Contains detailed information on over 1.5 million businesses located in 36 European countries.

**Provider:** Dun's Marketing Services, Parsippany,  
NJ

**Available on:** DIALOG

**D&B-International Dun's Market Identifiers - current**

Contains directory listings, sales volume and marketing data, and references to parent companies for over 500,000 non-US companies.

**Provider:** Dun's Marketing Services, Parsippany, NJ

**Available on:** DIALOG

**Foods ADLIBRA - 1974 to present**

Contains information on all new food products introduced since 1974, every section of food industry including retailers, processors, brokers, equipment suppliers, gourmet food importers, general company and food association news.

**Provider:** General Mills, Foods Adlibra Pubs, Minneapolis, MN

**Available on:** DIALOG

**Delphes European Business - current**

Covers international markets, products, industries and companies, agriculture, food and beverages, transportation, international trade, joint ventures, Europe, Eastern Europe, EEC, Africa, Wines & Spirits Section.

**Provider:** Paris Chamber of Commerce and Industry, Paris, France

**Available on:** DIALOG

**Foreign Trade and Econ Abstracts - 1974 to present**

Provides coverage on world economic literature and statistics on industries and markets. Also contains information on specific industries, data on investment climate, import regulations, distribution channels and economic structure for markets world-wide.

**Provider:** Netherlands Foreign Trade Agency, The Hague, The Netherlands

**Available on:** DIALOG

**Economic Literature Index - 1969 to present**

Covers journal articles and book reviews from 260 economics journals and 200 monographs. The database corresponds to the index section of the Quarterly Journal of Economic Literature and the annual index of Economic Articles.

**Provider:** American Economic Association, Pittsburgh, PA

**Available on:** DIALOG, CD ROM-Silver Platter

**Kompass Europe - current**

Provides business information including name, address, telephone number, management names and product listings for approximately 210,000 European companies in eleven countries.

**Provider:** Reed-Information Services, Ltd., Sussex, England

**Available on:** DIALOG

**EDI - 1986 to present**

A computerized service offering wide variety of agricultural information including international agricultural trade. EDI can be accessed by personal computers and communicating word processors fitted with modems. Users must obtain an account with USDA's contractor.

**For information:** call Mr. R. Forte, Special Programs Division, Office of Information, U.S. Department of Agriculture, Office of Public Affairs, Room 422-A, Administration Building, 14th Street and Independence Avenue, Washington, D.C. 20250.  
Telephone (202) 447-5505

**Provider:** USDA, Special Programs Division, Washington, DC

**Management Contents - September 1974 to present**

Contains information in finance, managerial economics, and marketing.

**Provider:** Information Access Company, Foster City, CA

**Available on:** DIALOG



**NTDB-National Trade DataBase (new)**

Provides information from 14 Federal agencies on one monthly Compact Disk-Read Only Memory (CD ROM). NTDB contains data on U.S. imports and exports; Government sponsored market research by country and product; names and address of importers in foreign countries; foreign interest & exchange rates - stock price indexes; foreign labor costs and rates; import and export price indexes; world agricultural production, supply and distribution for major commodities; foreign direct investment; "how-to" manuals and export regulations.

**For information:** call (202) 377-1986  
or NTIS (703) 487-4630  
(Reference NTIS # PB90-591740)

**Piers Imports (U.S. Ports)**

Provides identification of new sources of supply for imports, monitoring supply for imports, monitoring imports of products, identification of potential trade partner. Includes: name and location of overseas shipper; name, city and state of U.S. consignee; product description; standardized commodity description; Piers product code; date arrival of U.S. port; cargo weight in pounds; U.S. port's name and code; Overseas: overseas country name and code; packaging.

**Provider:** Journal of Commerce, Inc.,  
Knight-Ridder, Inc., New York, NY  
**Available on:** DIALOG

**PAIS International - 1972 to present**

Includes such areas as multinational corporations, banking, labor, international trade, economics and social problems.

**Provider:** Public Affairs Information Service,  
Inc., New York, NY  
**Available on:** BRS, CD ROM - Silver Platter,  
DIALOG

**Trade & Industry Index - 1981 to present**

Covers business and trade information, forestry and paper products, agriculture, banking and many more.

**Provider:** Information Access Company, Forster  
City, CA  
**Available on:** DIALOG, BRS

**Piers Exports (U.S. Ports) - current**

Covers: All maritime movements into and out of U.S. and Puerto Rico. Includes name, city and state of U.S. exporter, product description, packaging, cargo weight in pounds, U.S. and Overseas ports name and code, overseas country name and code, date of departure from U.S. port.

**Provider:** Journal of Commerce, Inc.,  
Knight-Ridder, Inc., New York, NY  
**Available on:** DIALOG

**Please Note:**

Possible sources for online database search services are:

**Within the U.S.**

State/Region/networks  
Major public libraries  
Land-grant university libraries  
Large research libraries.

**Outside the U.S.**

Major university  
National or provincial institution libraries

For information regarding these databases and subscription services, please contact the following:

**BRS Information Technologies**  
1200 Route 7  
Latham, NY 12110

Telephone: 800-345-4277

**DIALOG Information Services, Inc.**  
Marketing Department  
3460 Hillview Avenue  
Palo Alto, CA 94304

Telephone: 800-334-2564

**Silver Platter Info, Inc.**  
U.S. Headquarters  
One Newton Executive Park  
Newton Dower Falls, MA 02162

Telephone: 1-800-343-0064 or  
617-969-2332

